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It argues that understanding such variations in large-scale action networks requires distinguishing between at least two logics that may be in play: The familiar logic of collective action associated with high levels of organizational resources and the formation of collective identities, and the less familiar logic of connective action based on personalized content sharing across media networks.

[The Logic of Connective Action: Digital Media And The...](#)

The Logic of Connective Action explains the rise of a personalized digitally networked politics in which diverse individuals address the common problems of our times such as economic fairness and climate change.

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THE LOGIC OF CONNECTIVE ACTION Digital media and the personalization of contentious politics From the Arab Spring and los indignados in Spain, to Occupy Wall Street (and beyond), large-scale, sustained protests are using digital media in ways that go beyond sendingand receiving messages. Some of these action formations contain rela-

[The Logic of Connective Action \(Chapter 1\) - The Logic of...](#)

The Logic of Connective Action shows how power is organized in communication-based networks, and what political outcomes may result. Elements of connective and collective action networks.

[The Logic of Connective Action: Digital Media and the ...](#)

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[Connective Versus Collective Action in Social Movements: A...](#)

New book by W. Lance Bennett and Alexandra Segerberg: "The Logic of Connective Action explains the rise of a personalized digitally networked politics in which diverse individuals address the common problems of our times such as economic fairness and climate change. Rich case studies from the United States, United Kingdom, and Germany illustrate a theoretical framework for understanding how large-scale connective action is coordinated using inclusive discourses such as "We Are the 99% ...

[The Logic of Connective Action: Digital Media and the ...](#)

The Logic of Connective Action offers a framework and a rich set of case studies to explain these increasingly common forms of public engagement with contemporary issues, and to show how they complement more conventional models of collective action in contentious politics. --This text refers to the paperback edition.

[The Logic of Connective Action: Digital Media and the ...](#)

Instead, activism is best captured by the logic of connective action. Viewing activism through the lens of connective action means recognizing that it has become highly individualized and technology-driven.

[The Logic of Connective Action - Digital Media and the...](#)

W. Lance Bennett & Alexandra Segerberg, The Logic of Connective Action: Digital Media and the Personalization of Contentious Politics

[Cambridge Studies in Contentious Politics Ser.: The Logic...](#)

International Communication Association 2013 Outstanding Article Award for "The Logic of Connective Action" with Alexandra Segerberg. National Communication Association Distinguished Scholar. International Communication Association Fellow for lifetime achievement. 2015 Research Prize, Humboldt Foundation of Germany.

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